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SLICE

OF STORIES

INSPIRED BY
THE 2015 MILAN EXPO,
SLICE IS A LIVE
EVENT SERIES
ON **DESIGN-DRIVEN
INNOVATION**
AND ITS IMPLICATIONS
ON **FOOD, HEALTH,
AND GENERATIONS.**

*Curious as to what food, healthcare, wellness,
pizza, generations and gelato have in
common? Welcome to our final SLICE event!
Discover how global innovators think,
collaborate and discern the right approach to
drive meaningful innovation even in the most
established industries through three acts,
frozen in space throughout our studio.*

Welcome to Continuum.

SLICE OF INNOVATION

SLICE OF WELLNESS

SLICE OF PIZZA

THE SLICE SERIES

Continuum, what's our process? | October 2015

continuuminnovation.com

Please sign in, get ready for the tour!

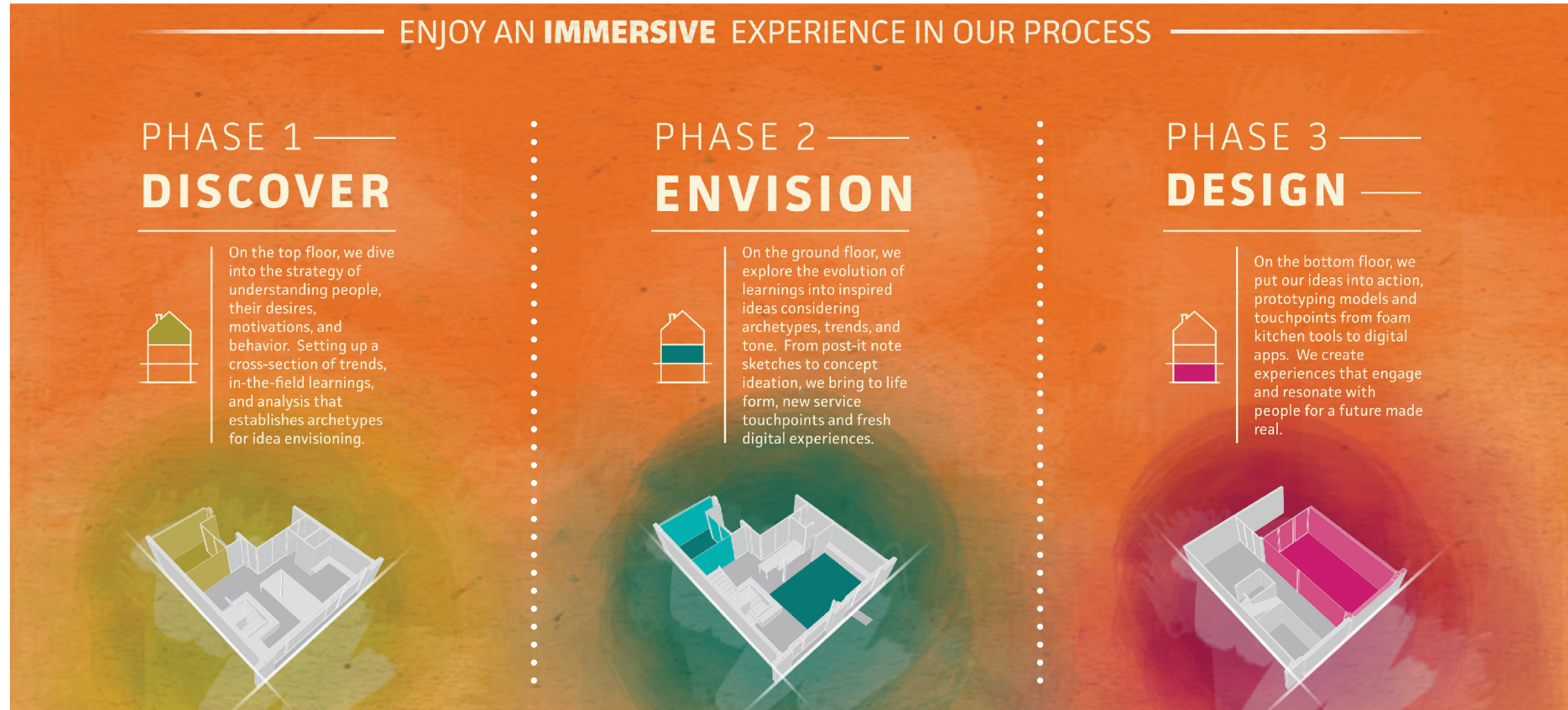



Grazia
Del Giudice
Producer

Grazia will welcome you while explaining the journey you are about to take.

Study cases :
Information points

How does it work?



How does it work?



SLICE OF STORIES

PHASE 1 — DISCOVER

On the top floor, we dive into the strategy of understanding people, their desires, motivations, and behavior. Setting up a cross-section of trends, in-the-field learnings, and analysis that establishes archetypes for idea envisioning.

Our team will show you in **5 steps** the process of this 1st phase.

STRATEGY TEAM

Grazia Del Giudice
Producer

Roberta Bianco
VP Program Developer

Alessandra Canella
Design Strategist

Enrico Girotti
Senior Designer

Stefano Bianchini
Service Designer

Sara Borchiero
Service Intern

Giulia Baldassari
Strategy Intern



PROTEUS

A service that provides chronic patients with meaningful health information to help manage their condition and provide physicians unprecedented insight into patient medication taking and daily health habits, to better tailor treatment to their needs.

01 | PREVENTATIVE PATIENT HEALTH

Virtual reality can now create the perception of enjoyment of any flavor and taste simply by overlaying diverse sensory cues. This alone could help prevent health issues, food disorders, and high calorie cravings. How might we reduce the burden and cost on our National Health Service through better preventative care of ourselves?

1 WHAT IS OBSERVED?

What do their lunches, evening routines and snack look like? What brands have they chosen?

What are their purchase behaviors and how are they related to their lifestyle?

What and how do they usually eat and drink?

BROAD

SPECIFIC

2 WHAT IS DISCUSSED?

What is important to you?

What do you want your life to look like in the future?

What is nearby?

What if you look for food's fitness partner?

3 CONTEXTUAL

4 MAPPING & CLUSTERING

IT MAKES ME FEEL GOOD

FRAGMENTED APPROACH

VALUES

EMOTION

5 FOOD+H&W+BEAUTY=1

People today don't distinguish between food, H&W, beauty. The three are connected in their daily life.

For instance buying food is about assessing and considering the impact on their liver and complexion.

How does it work?



SLICE OF STORIES

Curious as to what food, architecture, wellness, pizza, generative and perfect have in common? Welcome to our food & fit project. Discover how global designers, strategists, collaborators and designers the right approach to drive meaningful innovation even in the most established industries through three acts, from its space throughout our details. Welcome to Continuum.

PHASE 2 — ENVISION

On the ground floor, we explore the evolution of learnings into inspired ideas considering archetypes, trends, and tone. From post-it-note sketches to concept ideation, we bring to life form, new service touchpoints and fresh digital experiences.

Our team will show you in **6 steps** the process of this 2nd phase.

ENVISIONING AND PRODUCT TEAM

Elisa Cucchetto
Industrial Designer

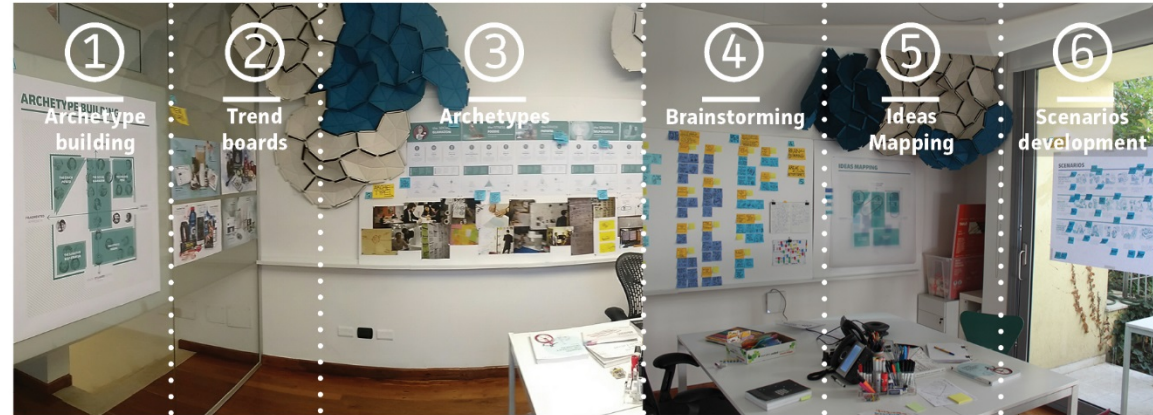
Federico Perego
Industrial Designer

Federico Ferretti
Managing Director

Pietro Chiera
Industrial Designer

Jules Mc Gannon
Product Intern

Tuna Basar
Product Intern



ARCHETYPE BUILDING 1

3 the FITNESS FOODIE

35-45 years old

CONCEPT 2: FITNESS+WELLNESS

HOLI-FIT TAKE CARE OF YOUR BODY + MIND WELLNESS IN 1 PLACE

FOOD IS POWER FOR MUSCLES

HQW IS TRAINING

REAL BEING

CHALLENGE

IDENTITY

RAW CULTURAL TRADITION

SIMPLE AESTHETIC

6 SELECTED SCENARIO

SELECTED TOUCHPOINT

How does it work?



SLICE OF STORIES

PHASE 3 DESIGN

On the bottom floor, we put our ideas into action, prototyping models and touchpoints from foam kitchen tools to digital apps. We create experiences that engage and resonate with people for a future made real.

Our team will show you in **3 steps** the process of this 3rd phase.

DESIGN TEAM

- Federico Perego - Industrial Designer
- Federico Ferretti - Managing Director
- Pietro Chiera - Industrial Designer
- Jules Mc Gannon - Product Intern
- Tuna Baser - Product Intern





THANK YOU !